

- the logo is a basic component of the advertising appeal. The time of the mass introduction of the logo in advertising, researchers call the 60s of the twentieth century;

- according to one of the most common and reasoned definitions, the logo is the original designation, the image of the full or abbreviated name of the company or the goods of the company, which contributes to better memorization of the company's image.

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LAND MANAGEMENT METHODS

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Land administration is an important instrument of state policy aimed at increasing the efficiency of land use. The paper will consider methods for managing land resources, as well as analysis of land resources management.

Actual disclosure of features and assignment of settlements' land is relevant through analysis of land resource management methods and land use directions in settlements.

Allocate the following directions of the land plot of the state, which are considered major in the cities:

- formation of a plan for modification of legal relationships with land taking into account the characteristics of lands of different categories;
- formation of indicators of urban land management and urban development;
- formation of indicators of land tenure and land use efficiency in cities;
- establishment of an acceptable balance of competitive and non-competitive forms of land allocation, taking into account the investment objectives of the regions, the development of the real estate market and mortgage lending, the provision of state and municipal needs, as well as social factors;
- implementing the task of managing the land resources, which increases the efficiency of state regulation of financial flows - to extend the use of stock market instruments.

In a society of the purpose of land settlements is determined by the fact that these lands are needed by the community for its vital activity, namely to secure their physiological needs in such activities as cultural, social, recreational and productive.

Land in settlements is the spatial-operational foundation and the object of real estate. The peculiarities of the land that are important for the better activity in the settlements, say:

- soils;
- groundwater;
- water;
- vegetation;
- separation of territories and relief.

The processes of land use in various spheres of life are considered to be the object of land resources management in cities.

There are some basic features regarding land management: one unit of land covers a large number of different types of activities; a variety of methods, technologies and time consuming properties of the earth.

These features lead to the creation of a huge number of subjects of management of land resources, processes and phenomena. The subject of control is a plot of land on which the process of using it by a single economic entity is carried out. That is why, on the territories of already existing lands, the subject of management can be considered parts of the land use different in nature and legal status, as well as land belonging to lands of general purpose.

To ensure the needs of residents of private sectors, the object of management is the process of land use within a specific point that varies in its aspects of state and municipal governance.

Allocate the following directions of land use in cities:

1. Organization of the land use process according to the territory.
2. Information provision of land use process.
3. Establishment of the legal status of land, such as - ownership, use, lease, restriction, encumbrance.
4. Based on the natural and economic condition of land formation types of land use.

Of particular importance for the purpose of management is the relationship between its objects and entities. That is why a single object of management of a city or part of a settlement has several subjects of management of these lands in accordance with the legal and economic statute.

The difference between the land administration of millions of cities and the territories of large regions is very much abolished. The fact is that in cities there is a large number of people, developed industrial activity, which increases the importance of transport, environmental and social conditions. Thus, the function of developing a plan for forecasting the development of cities is increasing, because changes in the use of land in cities are carried out in accordance with planning. For example, when new cities are created or as a result of construction of

environmental objects, legislative documents are being improved - such planning is being developed. To attract investment in real estate or to change the routes of vehicles or to modernize the city - reconstruction is being carried out. Problems of the forecast of urban areas, as municipal entities, is the scientific substantiation of the territorial-historical development and factors and trends that influenced it in general. This task prompts an analysis of the ecological and social progress of objects, as human settlements, in terms of their territorial-historical formation.

A new conception of the use of urban areas appears. At the present stage, this idea is to showcase the fact that in future use of urban land tenure will be more intense, based on past, present and future directions of development of territories of settlements.

Tasks for the forecast of urban development encourage the improved forecasting of the urban environment in accordance with the development of society. So distinguish new approaches in the tasks:

1. to strengthen the development of territorial-historical measures of the settlement, as well as the formation of the best structure of urban land use taking into account scientific, technical, economic and environmental requirements.

2. to develop the internal structure of the settlement, applying the achievements of the scientific and technological process, thereby achieving a reduction in the agility of the produced products and multiplying the area of residential development per unit of territory.

3. Reduce the total amount of stocks used in industry without reducing the needs of the community, eliminating the contradictions of existing and prospective goals.

4. To improve the residential and industrial structures of land use in order to reduce transport costs and improve the transport system in cities.

5. To achieve the development of urban landscapes, buildings, constructions, communications, etc.

Consequently, the research reveals the theoretical and methodological aspects of land resources management and considers the system of methods of land resources management.

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